

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
Thursday, March 15, 2012  
American Musical & Dramatic Academy (AMDA)  
1777 Vine Street**

Directors Present	Frank Stephan, President	Clarett West Development
	Linda Bybee, Vice President	Metro
	Don Mushin, Secretary	Toyota of Hollywood
	Monica Yamada, Treasurer	CIM Group, LP
	Chris Bonbright	Whitley Court Partners
	Michael Gargano	Argent Ventures, LLC
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	David Green	Nederlander Organization
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Ron Radachy	Oasis of Hollywood
	Thaddeus Smith	The Music Box Theater
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
Directors Absent	Greg Beck	Champion Real Estate
	Neelura Bell	CRA/LA- (Ex-officio Member)
	Charlie Colletta	HEI, LLC
	Mitch O'Farrell	(Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
Guests	Michael LoGrande	Planning Department
	Marcel Porras	CD13

## **I. Call to Order**

The meeting was called to order by Board President Frank Stephan at 9:12 a.m.

## **II. Public Comment**

There was no public comment

## **III. Approval of Minutes**

It was moved by **John Tronson**, seconded by **Chris Bonbright** and CARRIED to approve the minutes from the February 16, 2012 meeting. 10 board members voted in favor, zero opposed, zero abstained.

## **IV. Introduction to the Day**

Kerry Morrison discussed the progress made on the “Hollywood Facelift” program since the last board retreat, the challenges encountered by board and staff with the program, and asked the question “What would it take for Hollywood to be designated a ‘great place’?” She then provided an overview of guiding principles in the concept of Place Management.

## **V. Hollywood Community Plan**

Michael LoGrande, Director, Los Angeles Department of City Planning, discussed the Hollywood Community Plan, the process it has gone through thus far, which has included over 150 public outreach meetings. He stressed that the department has done lots of listening and compromising over the plan, and that there is still room for change. The plan addresses the future growth of Hollywood and Los Angeles, and attempts to accommodate that growth. The Mayor has signed off on the plan and it is now going to the PLUM committee. Kevin Keller of the Planning Department added that the Plan is the oldest one in the city, as it was not updated in the 1990’s when many others were. LoGrande then discussed the affect the closure of the CRA would have on redevelopment in Hollywood, stating that their plans for Hollywood are still intact, although their Urban Design Guidelines remain unadopted. The planning department is asking for a pilot program for a conditional compliance unit to enforce quality of life issues. This unit will investigate whether operators or in compliance with their conditional use permits or not and will create a level playing field. The unit would be within the office of city planning’s department of administration.

## **VI. Review of 2010-12 Key Planning Objectives – In Review**

Morrison reviewed the key planning objectives from previous board retreats, including Civil Sidewalks, Aesthetics – private property, Aesthetics – public property, and Branding.

## **VII. Current State of the BID**

Board members reported on their reconnaissance efforts.

## **VIII. Staff Reports**

Staff reported on their various activities, including social networking, the EaCa Alley, and security issues.

## **IX. Issue Updates:**

Marcel Porras, CD13, discussed parking issues in Hollywood, including the valet regulatory ordinance and the Vine Street parking structure.

## **X. Work Plan Prioritization**

Morrison reviewed the short-term, mid-term, and long-term goals of the board.

## **XI. New Business**

- A. Nominating Committee** – Bonbright proposed electing Lee Rierson, representing 1741 Ivar Avenue, to the board to complete the term vacated by Thomas Goffigon (ending November 2012). Rierson works for Reveille, a production company.

It was moved by **Galo Medina**, seconded by **Tej Sundher** and **CARRIED to elect Lee Rierson to the board of Directors. 10 board members voted in favor, zero opposed, zero abstained.**

- B. SB949** – Morrison discussed this proposed legislation, which would lower the petition threshold (from 50 percent to 30 percent), and lengthen the life of a District (from 10 to 20 years) and allow for assessment of residential properties. It also seeks to create an entirely different instrument, a Community Benefit District, which would be different from a Business Improvement District. Morrison stated that this is similar to a proposal that has surfaced twice before in the legislature and was defeated. Further, the mainstream BID community, the CA Downtown Association, and many key members of the BID Consortium had discussed the legislation and are in opposition.

It was moved by **Tej Sundher**, seconded by **John Tronson** and **CARRIED to adopt a formal position in opposition to SB949 and draft a letter voicing this opposition. 10 board members voted in favor, zero opposed, zero abstained.**

- C. City Sidewalk Liability Ordinance** – MacPherson stated that this ordinance would place the responsibility and liability on sidewalks and their repair directly on the property owner, even if the repair is caused by tree roots from a tree that the city planted.

It was moved by **Linda Bybee**, seconded by **Don Mushin** and **CARRIED to adopt a formal position in opposition to the City Sidewalk Liability Ordinance and draft a letter voicing this opposition. 10 board members voted in favor, zero opposed, zero abstained.** Tronson stated that there should also be exemptions carved out for the Walk of Fame.

## **XII. Old Business**

MacPherson updated the board on the Carr lawsuit.

## **XIII. Adjourn**

Stephan thanked staff, board members, and guest, and adjourned the meeting shortly after 2 p.m.

Note: flip chart notes associated with the planning retreat are attached.